

April 10, 1963

Honorable J. Howard Pew
Sun Oil Company
1608 Walnut Street
Philadelphia 3, Pennsylvania

Dear Mr. Pew:

I cannot tell you how sorry I was to learn of the passing of your brother, and I wanted to send you this note expressing my deepest sympathy.

I realize that words are most inadequate; however, I hope you will derive some consolation from knowing that the thoughts of your many friends are with you in sympathetic understanding. If I can be of any assistance at this time, please do not hesitate to get in touch with me.

Sincerely yours,

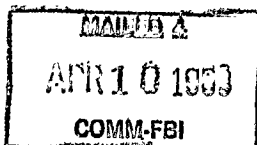
L. Edgar Hoover

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NOTE: Mr. J. H. Pew is on the Special Correspondents' List. Bufiles indicate limited contact with his brother, the deceased.

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MAIL ROOM ☐ TELETYPE UNIT ☐

Joseph N. Pew, Head of Sun Oil

PHILADELPHIA, April 9 (AP)—Joseph Newton Pew Jr., 76-year-old board chairman of the Sun Oil Co., and long a financial pillar of the Republican Party, died today of bronchial pneumonia. He had been ill for several months.



Associated Press

JOSEPH N. PEW

Mr. Pew was born in 1886, the year Sun Oil was founded by his father. He and his brother, J. Howard, ran the company since the death of their father in 1912.

For more than 30 years, Mr. Pew, known to his friends as "J.N." was a leader in state and national Republican politics.

Over the years he was one of the most generous contributors to the Party's campaign chests and, at least partly because of this, he often dictated policies attributed to others or embodied anonymously into national platforms at election times. Mr. Pew preferred to be active behind the scenes.

Praised by Martin

In his book, "My First 50 Years in Politics," Joseph W. Martin Jr., of Massachusetts, former Speaker of the House and one-time GOP National Chairman, said Mr. Pew "in his dedication to the preservation of the Republican Party has given millions; yet in all the years I have known him . . . he never asked for a single favor."

"When almost no one else was giving any money, his contributions kept coming in. Without them the Party might have utterly dried up for lack of funds."

A strong advocate of individual freedom, Mr. Pew always spoke up in industrial councils in behalf of a free market economy and against all forms of government intervention.

During the early days of Franklin D. Roosevelt's New Deal he led a successful fight against a proposed petroleum code which, in his view, held elements of price-fixing for oil.

Two-Party Advocate

After his experience in Washington with the proposed code, Mr. Pew was convinced that two strong national political parties were essential to the preservation of this country's traditional political institutions. It was then he started to devote much of his time to the rebuilding of the Republican Party.

Every four years he was a Pennsylvania delegate to the Republican National convention, but he never sought or held any political office.

A native of Pittsburgh, Mr. Pew was educated in Pennsylvania schools and at Cornell University, where he became captain of the track team.

He was credited with the idea of coloring Sun's gasoline blue, thus giving it the designation "Blue Sunoco." He also came up with the idea of Sun's custom-blending system in which nine different octane blends can be delivered from one pump.

Mr. Pew is survived by his wife, the former Alberta Cavan Hansel of Philadelphia; a son and three daughters.

Funeral services will be held Thursday.

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New York Post _____
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The Wall Street Journal _____
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Joseph Pew, Headed Sun Oil Firm

PHILADELPHIA, April 9 (AP) — Joseph N. Pew, jr., chairman of the board of Sun Oil Co. and long-time financial "angel" of the Republican Party, died today.

Mr. Pew, 76, and his brother, J. Howard Pew, directed Sun Oil since the death in 1912 of their father, Joseph N. Pew, sr., the founder.

Joseph Pew, jr., died in Lan-kenau Hospital of bronchial pneumonia after a brief illness. He had gone to his office each day until stricken.

Speaking of him, Joseph W. Martin, Speaker of the House under the Republicans and a former G. O. P. National chairman, once said:

"In his dedication to the Republican Party he has given millions. Yet in all the years I have known him and have been close to him in campaigns he has never asked me for a single favor. When almost no one else was giving any money his contributions kept coming in; without them the party might have utterly dried up for lack of funds."

The Pews were long regarded as major powers in the highest circles of the State and National Republican Party.

Fair, sparse and quietly artic-



JOSEPH N. PEW, Jr.

ulate, Mr. Pew was known to friends and business associates as "J. N." He was 25 when his father died. The older brother, J. Howard, became president and "J. N." vice president. That was the only title "J. N." had until he was named chairman of the board in 1947 on his brother's retirement.

A former track captain at Cornell University, J. N. Pew was credited with the idea of coloring Sun's gasoline blue, giving it the name of "Blue Sunoco." He also conceived the idea of Sun's custom-blending system, in which nine different octane blends can be delivered from one pump.

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New York Herald Tribune _____
New York Journal-American _____
New York Mirror _____
New York Daily News _____
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The National Observer _____
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